

How NOLA Marketing Reenergized LeadSwell's Outreach and Engagement with New Sales Enablement Toolset

For more than 25 years, Matt Payne's LeadSwell has delivered high-quality lead generation services tailored to B2B enterprise and mid-market technology businesses across various industries. A proven track record of delivering leads that are qualified and primed for marketing and sales efforts has driven their success with an enviable portfolio of loyal clients.

Reaching Out for Marketing Help

While the client base was solid, Matt felt that new business had plateaued. "I felt like we were in a rut and realized that I needed outside marketing help to make a change," explained Matt. "I turned to my LinkedIn network and found Emily Matthews from NOLA Marketing. Two things caught my eye when I looked at her profile and website. First, she seemed to be really smart about all types of B2B technology. Second, she understood the kind of marketing needed to support sales outreach."

Matt continued, "The services on NOLA Marketing's website were aligned with what I was looking for, but what really got my attention was the client list. This was super important to me because the last marketing consultant I tried out turned out to be a disaster, as they could not grasp our business or our clients. I remember thinking, Emily has worked with everybody and has really been in the trenches for years."

Translating Desired Outcome to Sales Enablement Toolset

As a veteran of sales and marketing, Matt knew he needed sales tools but was struggling with the specifics. "Emily was really kind of like a doctor. She listened to what I thought I had and needed, then started asking questions," said Matt. "Her questions opened me up and zeroed in on specific deficiencies and areas for improvement."

"The process was methodical, but not rigid. Emily balanced letting me talk through my client profiles and what I thought they needed while keeping the conversation focused on the ultimate goal of identifying the tools and messages that would engage prospects," Matt continued. "She asked me questions no marketing person has ever asked or cared about, but which turned out to be super insightful. During the discovery exercise, she homed in on the right tools and captured details about our services and secret sauces."

Creating Content Efficiently and Cost-Effectively

A challenge that many organizations face when working with marketing agencies and consultants is the time it takes for knowledge transfer. Matt was the subject matter expert (SME), but his time was scarce as he runs sales and operations for LeadSwell. "When I first met Emily, I was admittedly gun-shy about investing more time with a marketing consultant. However, the approach she laid out when we talked made sense, and she clearly understood our solutions. Plus, her LinkedIn references backed this up," said Matt.

“Emily’s process was straightforward and nimble. Our interviews were structured, but she let me crisscross between the questions rather than forcing me to take a linear approach, reviewing one at a time,” said Matt. “She also brought a wealth of knowledge to the project, which allowed us to breeze through the core bits and dive into the unique selling propositions (USPs). From our few, relatively short interviews, Emily was able to create a messaging platform and solid first drafts of the new pieces.”

“The proposal that Emily had submitted after our first call was not only priced reasonably, but the proposed schedule gave me the flexibility to get my sales tools as quickly as I could get her information. Emily delivered incredibly fast, and, best of all, the content required very little revising. In just a few weeks, I had finished collateral ready to go with minimal effort on my part,” explained Matt.

Putting Sales Tools into Action

Matt initiated the project to help him jumpstart engagement. Updating and expanding his sales tools was meant to give him the boost needed to take outreach to the next level. The results exceeded his expectations.

“Armed with my new sales tools, my sales game improved materially. The eBook, gold deck, and case studies have helped open doors and give me extra confidence that I will win when I engage,” said Matt.

“The pieces and the thoughtful messaging behind them have given me a leg up on the competition, too. Emily was so smart with her prescription and was beyond easy to work with to get fantastic results. It’s made all the difference,” Matt concluded.